



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Strategic Media Services
3299 K Street NW
Ste 200
Washington, DC 20007

Contract # 1512020
Schedule Dates 10/03/12-10/09/12
Advertiser Allen West For Congress (72576)
Agency Strategic Media Services (8287)
Product POLITICAL CANDIDATE (ns) (1186)
Brand ALLEN WEST 10/03 (462500)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name MARCELLO, LARA
Phone/Fax (215) 564-1206 /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments ALLEN WEST 10/03
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/14/12
Last Modified 10/05/12
Entered By Nancy Brutus
CO-OP No
Headline # 06314828
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$715.50
Net Total \$4,054.50
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month
Oct 2012 9 Spots \$4,770.00
Grand Total: 9 \$4,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT (1)	10/03/12-10/05/12	3	:30	7A- 9A (EST)	3			X	X	X						West Palm Beach (WPEC)		9/14/12
1.1	Normal Line / SPOT (1)	10/04/12-10/05/12	3	:30	7A- 9A (EST)	1			X	X	X			1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/2/12
4.0	Revised Line / SPOT (4)	10/03/12-10/05/12	2	:30	10A- 11A (EST)	3			X	X	X						West Palm Beach (WPEC)		9/14/12
4.1	Normal Line / SPOT (4)	10/04/12-10/05/12	2	:30	10A- 11A (EST)	3			X	X	X			1	\$340.00	\$340.00	West Palm Beach (WPEC)		10/2/12
4.1.1	Closed Preempt (4)	10/04/12															West Palm Beach (WPEC)	Sold Out/Exception - higher cash in breaks during that time, also political run	
4.1.2	Closed Preempt (4)	10/04/12															West Palm Beach (WPEC)	Sold Out/Exception - higher cash in breaks during that time, also political run	
5.0	Normal Line / SPOT (5)	10/08/12-10/09/12	2	:30	10A- 11A (EST)	2	X	X						2	\$340.00	\$680.00	West Palm Beach (WPEC)		9/14/12
6.0	Revised Line / SPOT (6)	10/03/12-10/05/12	2	:30	6P- 6:30P (EST)	1			X	X	X						West Palm Beach (WPEC)		9/14/12
6.1	Normal Line / SPOT (6)	10/04/12-10/05/12	2	:30	6P- 6:30P (EST)	1			X	X	X			1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/2/12
7.0	Normal Line / SPOT (7)	10/09/12-10/09/12	2	:30	6P- 6:30P (EST)									1	\$900.00	\$900.00	West Palm Beach (WPEC)		9/14/12
8.0	Revised Line / SPOT (8)	10/03/12-10/05/12	2	:30	7P- 7:30P (EST)	1			X	X	X						West Palm Beach (WPEC)		9/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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8.1	Normal Line / SPOT (8)	10/04/12-10/05/12	2	:30	7p- 7:30p (EST)	1				X	X			1	\$750.00	\$750.00	West Palm Beach (WPEC)		10/2/12
9.0	Revised Line / SPOT (9)	10/03/12-10/05/12	2	:30	7:30p- 8p (EST)	1			X	X	X			1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/14/12
9.1	Normal Line / SPOT (9)	10/04/12-10/05/12	2	:30	7:30p- 8p (EST)	1			X	X	X			1	\$525.00	\$525.00	West Palm Beach (WPEC)		10/2/12
10.0	Normal Line / SPOT (10)	10/03/12-10/03/12	3	1:00	7a- 9a (EST)				1					1	\$450.00	\$450.00	West Palm Beach (WPEC)		10/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE

☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Lara Marcello
 being/on behalf of: Allen West, a legally
 qualified candidate of the Republican political
 party for the office of: US Congress
 in the general
 election to be held on: 11/6/12
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WPEC # 1372625					

Total Charges:	\$ 4,770 ⁰⁰
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1028, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/31/12
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature] Lillie K. Roberts 10/10/12
Signature Printed Name Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Lara Marullo
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Lara Marullo

printed name

7/31/12

date



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Allen West PARTY: Dem.

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/11

INQUIRY MADE BY: LARA MARCELLO
Candidate Manager Agency Committee (circle one)

ADDRESS: Strategic Media Services
3299 K. Street NW, Suite 200
Washington, DC 20007

PHONE: (202) 337-5700 FAX: _____

EMAIL: _____

Information Requested: Rates & Airline

Final Disposition: Order Placed \$4,770⁰⁰

If Committee, list officers and position: Treasurer: Corey Wilder

P.O. Box 1028
Deerfield Beach, FL 33441
(877) 906-2010

TAKEN BY: _____ DATE: _____ TIME: _____